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IN THE CLAIMS:

1. (original) A display comprising:
a back plane layer; an emissive pixel layer; a holographic film layer; and a cover plate layer;
said layers being combined to form a display screen having a structure so that at least some light is emitted from the emissive pixel layer into the ambient environment;
said holographic film layer including patches of holographic film having a front and back side, the front side of the holographic film patches facing the cover plate layer and adjacent structures formed thereon to trap at least some incident light therebetween.
2. (original) The display of claim 1, wherein the adjacent structures comprise moth-eye-like shaped adjacent structures.
3. (original) The display of claim 1, wherein the adjacent structures comprise pyramid-like shaped adjacent structures.
4. (original) The display of claim 1, wherein the adjacent structures comprise pillar-like shaped adjacent structures.
5. (original) The display of claim 1, wherein the display comprises a flat panel display.
6. (original) The display of claim 1, wherein said layers are combined to form a display screen having a structure so that at least some light is emitted from the emissive pixel layer into the ambient environment via openings in the holographic layer and through the cover plate layer.

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7. (previously amended) A method of trapping at least a portion of light scattered by an inside face of a cover plate of a display comprising:
- absorbing at least some of the scattered light incident on the front side of a holographic film; and
 - reflecting the remaining scattered light incident on the front side of the holographic film in a manner so as to be again incident upon the front side of the holographic film after reflection.
8. (original) The method of claim 7, and further comprising:
- for the light again incident upon the front side of the holographic film after reflection,
 - absorbing at least a portion of the light again incident upon the front side of the holographic film; and
 - reflecting the remaining light again incident in a manner so as to be yet again incident upon the front side of the holographic film after reflection.
9. (original) The method of claim 7, wherein absorbing at least some of the incident scattered light comprises absorbing a major portion of the incident scattered light.
10. (original) The method of claim 9, wherein a major portion comprises a percentage of the incident light approximately in the range of 90 to 98 percent.
11. (currently amended) A film layer for a display comprising:
- a holographic film;
 - said holographic film having a front and back side;
 - the front side of the holographic film having adjacent structures formed therein to trap at least some a significant portion of incident light therebetween.

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12. (currently amended) ~~The A film layer of claim 11~~ for a display, comprising:
a holographic film;
said holographic film having a front and back side;
the front side of the holographic film having adjacent structures formed therein to
trap at least some incident light therebetween,

wherein the holographic film is positioned in a display so that at least some light reflected backwards by the inside face of a cover plate is incident upon its front side.

13. (original) The film layer of claim 12, wherein the display includes at least a back plane and a cover plate.

14. (currently amended) ~~The A film layer of claim 11~~ for a display, comprising:
a holographic film;
said holographic film having a front and back side;
the front side of the holographic film having adjacent structures formed therein to
trap at least some incident light therebetween,

wherein the adjacent structures comprise at least one of the following: moth-eye-like shaped structures, pyramid-like shaped structures, and pillar-like shaped structures.

15. (original) A method of trapping at least a portion of light incident upon the front side of a holographic film comprising:

absorbing at least a portion of the incident light on the front side of the holographic film; and

reflecting the remaining incident light in a manner so as to be again incident upon the front side of the holographic film after reflection.

16. (original) The method of claim 15, and further comprising:

for the light again incident upon the front side of the holographic film after reflection,

absorbing at least some portion of the light again incident upon the front side of the holographic film; and

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reflecting the remaining light again incident upon the front side of the holographic film in a manner so as to be yet again incident upon the front side of the holographic film.

17. (original) The method of claim 15, wherein at least some of the light incident upon the front side of the holographic film comprises light reflected backwards.

18. (original) The method of claim 15, wherein absorbing at least some of the incident scattered light comprises absorbing a major portion of the incident scattered light.

19. (original) The method of claim 18, wherein a major portion comprises a percentage of the incident light approximately in the range of 90 to 98 percent.

20. (original) An article comprising:

a back plane, emissive pixels, holographic film patches, and a cover plate combined in layers to form a display screen having a structure so that at least some emitted light is transmitted into the ambient environment and so that at least some light propagating within a layer that includes emissive pixels is absorbed by one or more of said holographic film patches.

21. (original) The article of claim 20, wherein absorbed light comprises at least one of emitted light reflected within the display screen and ambient light transmitted into the display screen.

22. (original) The article of claim 21, wherein the absorbed light at least comprises emitted light reflected backwards within the display screen prior to absorption.

23. (original) The article of claim 21, wherein said holographic film patches include adjacent structures formed therein to trap at least some incident light.

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24. (original) The article of claim 21, wherein absorbed light at least comprises both emitted light reflected within the display screen and ambient light transmitted into the display screen.

25. (original) The article of claim 20, wherein display screen further having a structure so that at least some light propagating within said layer is reflected by one or more of said holographic film patches.